

# EXHIBIT 1



San Francisco Bay Metropolitan Area (Comprising the Nine Counties Bordering on the Bay)



\*Resource Appraisal of San Francisco Bay Metropolitan Area

ITEM	San Francisco Bay Metropolitan Area (in Counties)	State of California
Population	1,077,251	15,717,000
Land Area, square miles	46.9	158,343
Assessed Valuation	\$6,422,185,441	\$10,000,000,000
Value of Real Estate	\$1,668,432,171	\$1,000,000,000
Value of Improvements	\$2,191,369,374	\$1,000,000,000
Value of Personal Property	\$2,562,383,896	\$1,000,000,000
Manufacturers (Number)	36,751	11,000
Wholesale Establishments	45,271	1,000,000
Retail Establishments	45,271	1,000,000
Saline Value	\$4,158,510,000	\$1,000,000,000
Real Estate	\$1,668,432,171	\$1,000,000,000
Saline Value	\$4,158,510,000	\$1,000,000,000
Automobiles	1,772,044	1,000,000
Rails, Trucks	105,213	1,000,000
Estimated Budget Expenditures	\$1,668,432,171	\$1,000,000,000
Rating, general	1,668,432,171	\$1,000,000,000
Income Tax Returns, Number	215,852	1,000,000
Manufacturing Pay Roll	\$1,668,432,171	\$1,000,000,000
San Francisco Bay Metropolitan Area	6,875	1,000,000
County Area	6,875	1,000,000
Population	1,077,251	15,717,000
Income Tax Returns	215,852	1,000,000
Per Capita	\$1,668,432,171	\$1,000,000,000
Per Capita	\$1,668,432,171	\$1,000,000,000

\*The San Francisco Bay Metropolitan Area

San Francisco Bay Metropolitan Area, in the center of the Pacific Coast, is also on the median line of Pacific Coast Population, Finance, Industry and Agriculture. San Francisco Bay Metropolitan Area is in the heart of the Central Pacific Coast Region contiguous to a great harbor. It is the hub of a vast immediate trade territory as large as the entire New England Group of States, and one and one-half times the size of New York State. The resources of this area are boundless, with over fifty per cent of California's total and forty per cent of the Pacific Coast total.

Nature performed a mighty handiwork in the San Francisco Bay Metropolitan Area with respect to the natural opportunities for an integrated development, including cultural, industrial and commercial.

The littoral of the Bay offers location for industry with rail and deep water facilities. The surrounding terrain slopes gently upward, breaking into rolling hills and mountains in the background, thus providing ideal conditions for homes, workshops, educational institutions and recreational facilities.

The San Francisco Bay Metropolitan Area, in an economic and which contains a wide range of living conditions, climate and diversified opportunity.

The purchasing power of (\$4,215) people (the

population estimate for 1935) within the San Francisco Bay area is the equivalent in purchasing power of 1,017,251 "average" Americans.

The trade at retail in the San Francisco Bay Metropolitan Area amounted to \$60 million dollars and the trade at wholesale to more than a billion 1/2 million dollars according to the 1935 U. S. Census of Distribution. The industrial output of \$60 million dollars was reported in 1935 for the San Francisco-Oakland Industrial Area. The value of water-borne commerce amounted to 1,010 million dollars in 1935. Construction activities during 1935 amounted to \$25 million and thousands of dollars.

Here in the San Francisco Bay Metropolitan Area the market opportunities are not nearly so limited, they are countless, national and international. The market doors open to the great watersheds of the world.

Industry, trade and commerce are recognizing this incomparable strategic position of the San Francisco Bay Metropolitan Area, where the Pacific Coast Median Line of population, agriculture, industry and finance joins hands.

\*From San Francisco Economic Survey 1935, by San Francisco Chamber of Commerce and Industry and Oakland and Richmond Chambers of Commerce.

\*Pacific Coast Market Analysis

The three Pacific Coast States occupy the important trading areas. Washington, Oregon, and California, the Central Pacific Coast Area contiguous to San Francisco and the Northwest Area.

The relative development of these three Market Areas is shown below:

ITEM	Amount	%	%	%
BASIC MARKET FACTORS				
Population (1935)	6,739,432	100	27	37
Finance (Bank Deposits)	\$4,242,000,000	100	18	49
Industry (Value of Output)	\$4,271,000,000	100	28	34
Agriculture (Land and Building Value)	\$4,523,000,000	100	28	40
Trade (Wholesale Sales Value)	\$5,771,000,000	100	28	40
CONSUMER BUYING POWER				
Real Estate	\$4,307,000,000	100	27	34
Personal Income	\$2,071,000,000	100	15	30
GENERAL MARKET OUTLETS				
Wholesale	105,213	100	30	30
Retail	1,668,432	100	30	30
Wholesale	1,668,432	100	30	30
AGRICULTURAL MARKET				
Land Production	1,668,432	100	41	23
Farms, Number	181,722	100	49	30
Crop Value	\$1,668,432	100	42	45
Chemical Analysis, etc. (Value)	\$1,668,432	100	42	45
Chemical Land	\$1,668,432	100	42	45
INDUSTRIAL MARKET - Manufacturing				
Number of Establishments	18,124	100	34	33
Retail Homeowners	2,882,301	100	44	30
Cost of Material	\$2,882,301	100	38	34
Value of Product	\$4,215,000,000	100	38	33
Value Added	\$1,668,432	100	30	30



THE GOLDEN GATE BRIDGE AT SAN FRANCISCO  
By permission Golden Gate Bridge and Highway District



SAN FRANCISCO-OAKLAND BAY BRIDGE  
By permission California Toll Bridge Authority